ABSTRACT

Guanxi has become one of vital factors that influence enterprise's effects. For suppliers, it is important to obtain more direct and efficient promotion, and their cooperative partners. If suppliers can obtain the promotion via relationship, and then suppliers' effects can increase; on the contrary, if distributors and suppliers can maintain good relationship, and also obtain suppliers' information and reward. Different influence strategies will have different influence for suppliers and distributors. To reach good communication and establish competitiveness, they need to take advantage of influence strategies. Cooperation and control schemes in the promotion will be good at members in the long-term development, thus, Through the use of different influence strategies, enhance good condition each other. The objective of our research is distributors in motorcycle industry, discuss the relationship of influence strategies among partners in promotion. Thus, the purposes of our research are as follows: (1) Discuss the application of influence strategies of different Guanxi for motorcycle industry. (2) Discuss suppliers in motorcycle industry use different influence strategies, how are distributors' feedback? (3) Discuss the influence of partners' regulations in using of difference influence strategies for motorcycle industry. The results are as follows: 1. Suppliers can use non-coercive and relationships influence strategies when expressive ties exist in between suppliers' salespersons and distributors' purchasing staff. 2. Supplier can use non-coercive or requests influence strategies when instrumental ties exist in between suppliers' salespersons and distributors' purchasing staff. 3. When the suppliers apply coercive influence strategies, distributors will feedback by using the same strategies. 4. When the suppliers apply promises influence strategies, it will increase the relationship regulations each other. 5. When the suppliers apply promises influence strategies and distributors also feed back by using same strategies, it will increase the relationship regulations each other.

Key Words: Guanxi, Influence Strategies, Relational Norms